

### REMARKS

This is in response to the Office Action dated February 11, 2004. Claims 1-153 have been canceled, without prejudice. New claims 154-189 have been added. Thus, claims 154-189 are now pending.

Generally speaking, for purposes of example only and without limitation, certain embodiments of this invention relate to a liquid crystal display device which is driven in a particular manner. For example, as shown in Figures 26-27 of the instant application, each illuminating element illuminates in a darker luminance (e.g., second luminance) when the display element corresponding to the illuminating element is scanned. For example, see pages 81-92 of the instant specification.

Moreover, in certain example embodiments of this invention, the illuminating elements respectively illuminate the display elements in such a manner that each illuminating element group respectively illuminates a display element group in a second luminance in a period from Time P to Time  $(P + t_b)$ , and illuminates in a first luminance for once or more in a period from the Time  $(P + t_b)$  to Time  $(P + f)$ , the second luminance being darker than the first luminance, where  $t_b$  is a predetermined time,  $f$  is one vertical period, and the Time P is a time at which a display element band having an earliest scanning time in the display element group the illuminating element group illuminates is scanned.

Claim 154 defines over the cited art for at least the following reasons. Claim 154 requires "the illuminating elements respectively illuminate the display elements in such a

manner that each illuminating element group respectively illuminates a display element group in a second luminance in a period from Time P to Time (P + tb), and illuminates in a first luminance for once or more in a period from the Time (P + tb) to Time (P + f), the second luminance being darker than the first luminance, where tb is a predetermined time, f is one vertical period, and the Time P is a time at which a display element band having an earliest scanning time in the display element group the illuminating element group illuminates is scanned."

Chen fails to disclose or suggest, *inter alia*, the aforesaid underlined aspects of claim 154. Chen is entirely unrelated to the invention of claim 154 in this respect. For example, Chen fails to disclose or suggest that "each illuminating element group respectively illuminates a display element group in a second luminance in a period from Time P to Time (P + tb), and illuminates in a first luminance for once or more in a period from the Time (P + tb) to Time (P + f), the second luminance being darker than the first luminance" as required by claim 154. The cited art is entirely lacking in this respect.

Claim 165 requires that "each illuminating element group respectively illuminates a display element group in a second luminance at least in a period from (i) a time when 1 / 10 of f is elapsed since Time P to (ii) a time when 2/10 of f is elapsed since the Time P, and illuminates in a first luminance for once or more in a period from the time when 2/10 of f is elapsed since the Time P, to Time (P + f), the second luminance being darker than the first luminance, where f is one vertical period, and Time P is a time at which a display

element band having an earliest scanning time in the display element group is scanned."

The cited art fails to disclose or suggest these aspects of claim 165.

Claim 170 requires that "each illuminating element group respectively illuminates a display element group in a second luminance in a period from Time P to Time (P + tb), and illuminates in a first luminance for once or more in a period from the Time (P + tb) to Time (P + f), the second luminance being darker than the first luminance, where tb is a predetermined time, f is one vertical period, and the Time P is a time at which a display element band having an earliest scanning time in the display element group the illuminating element group illuminates is scanned." The cited art fails to disclose or suggest these aspects of claim 170.

Claim 182 requires that "each illuminating element group respectively illuminates a display element group in a second luminance in a period from Time P to Time (P + tb), and illuminates in a first luminance for once or more in a period from the Time (P + tb) to Time (P + f), the second luminance being darker than the first luminance, where tb is a predetermined time, f is one vertical period, and the time P is a time at which a display element band having an earliest scanning time in the display element group the illuminating element group illuminates is scanned." Again, the cited art fails to disclose or suggest these aspects of claim 182.

For at least the foregoing reasons, it is respectfully requested that all rejections be withdrawn. All claims are in condition for allowance. If any minor matter remains to be resolved, the Examiner is invited to telephone the undersigned with regard to the same.

MIYACHI et al.

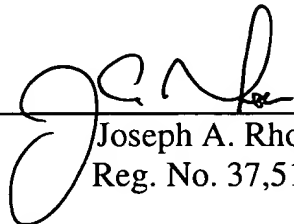
Appl. No. 09/878,358

May 11, 2004

Respectfully submitted,

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By: \_\_\_\_\_

A handwritten signature in black ink, appearing to read "J. Rhoa", is written over a horizontal line.

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